

Main Street Reisterstown Program

Minutes

Location/Date: Reter's Crabhouse, Reisterstown - March 26, 2013

Attendees: Amy Mantay, Mary Molinaro, Calvin Reter, Jimmy Roberts, Pat Brooks, Dave Powers, Ernie Schmidhauser, Paul Davolos, Dan Carey, Colleen Brady, Kathy Gambrell, Shirley Smith, Brad Reter, Laura Winpiger, Karen Fitchett, Officer Dan Krueger, Sgt. Bill Ledley, Mike Hofmeister

Amy started the meeting having everyone introduce themselves and then asked for reports from the committees.

Mary said that the **organization committee** met Thursday evening (21st) and worked on the list distributed by Amy Seitz entitled Roles and First-Year Activities. They discussed the efforts to promote program to stakeholders and the community. At the March ROG meeting it was discussed that a better outreach to community associations needs to occur for potential articles in their newsletters and/or websites. At our meeting, it was discussed that we should outreach to PTA presidents for their newsletters. Mary passed out a copy of the March email Chartley Chatter showing the articles that discuss their upcoming stream clean and article about the Kick Off meeting as an example. She also passed around a list she's started asking everyone to add their community association name if not on the list. Kim Carmine who is treasurer of RIA will start attending meetings as soon as tax season is completed and will bring the P&L reports for 2011 and 2012 so we can work on a budget for 2013 and 2014 and know what money needs to be raised or gotten from grants to complete projects. They didn't choose a next date but will still most likely occur before the Bloomin' ArtFest meetings since everyone is working on that event. Amy will share the media resource list she has been maintaining in the county.

Paul said the **economic restructuring committee** has been working on a pocket folder that could be filled with information for new businesses on Main Street. He shared a prototype with everyone. In one pocket he had a map of the area, map of the historic district, and map of businesses on Main Street. In the other pocket he had examples of fliers about the available loan programs, business incentives, Reisterstown demographics which may help the business' marketing efforts. His samples were ones he'd gathered from the past in his file from the Chamber meetings. Amy said that many of them are still in the County and have been updated. She will work with Paul to have similar and current info for the Welcome Packet. Mary asked about the target market and whether this will also be used to attract new businesses to Main Street. Paul said that is something that will be discussed when the marketing analysis is completed. Sgt. Ledley asked if Workforce Development department which is separate from the Office of Planning is working with our group and Amy said they may be included in the future when appropriate.

Calvin said the **promotion committee** met this morning and their next meeting will be on the 15th. They discussed how they will work with the other committees to meet their agendas. They discussed promoting the next morning businesses' meeting. Mike said he will join the promotion committee.

Irwin sent an email that the first **design committee** meeting will be Monday, April 1st at 9:30am at Ebaugh House, 465 Main Street.

Dan said the **clean, safe, and green committee** held a meeting this morning and reviewed a spreadsheet of crime in the area since January 1st. They talked about the Merchants on Patrol (MOP) program they are starting and purchasing safety vests, getting grants for Main Street similar to the Citizens on Patrol program for communities. Dave discussed a letter to be given to all the businesses

volunteering to participate which Amy and Dave have approved. They hope to have a meeting with all of them to kick off the program. Sgt. Ledley said that Officer Andy Kauffman who manages the COP program will be the point of contact person for the MOP program as well. He will be available in a few weeks when he completes his current project. Officer Rodney Willis will again start to join us at our weekly meetings again after April 1st and be our liaison on the Main Street Program. Paul said he was visiting a merchant on Main Street asked if we were responsible for the additional police presence on Main Street (policeman on foot patrol and extra rounds of car patrols) so he was happy to report that it is being noticed.

Amy reminded everyone that the Main Street training is downtown Wednesday (27th) and Thursday(28th) and Mary, Pat and Ernie said they will be attending besides Amy.

Amy gave a report from the meeting with SHA. The people who attended from our group were Glenn Barnes, Dan Carey, and Irwin Kramer along with from the county Amy Mantay, Donnell Ziegler, Jonathan Schwartz, and Tony Baymore. They met with Dami Kehinde (Regional Planner), Fran Ward (Community Liaison), Erin Kuhn (Assistant District Engineer), and Wendy Wolcott (Assistant District Engineer). Amy said that Irwin did a great power point presentation about the evolution of Reisterstown's Main Street. SHA said they were impressed with our presentation and offered a few things to pursue:

1. They need the County to indicate to SHA that Reisterstown is a priority area for projects. I think Tony and Jonathan were going to take the lead on this one.
2. Erin Kuhn said she would conduct a study/survey of Main Street to look into some of the issues we brought up related to traffic volume and speed, pedestrian access and safety, etc. That would take about three months. I'll stay in contact with Dami Kehinde about this one.
3. For enhancement type projects they said we should go after federal money in this program, <http://www.roads.maryland.gov/index.aspx?pageid=144> which is administered by the State. The good news is that the application deadline is May 15 for this year's round, so there is still time apply. I have a conference call next Tuesday with the person who manages that program for the State. Amy said that one of the issues with this federal program is that it is a "reimbursement program" which means the county will have to outlay all the money for the project, apply for a reimbursement of 80%. So, again it is a financial consideration.

Amy discussed the Summer Events/Volunteer Opportunities

Clean-ups – our event is scheduled for May 4th, 10am until noon starting at the Landmark Shopping Center (in front of Reter's Crabhouse). Colleen suggested also reaching out to the schools for students to achieve service hours. Mary will put an article in the April Chartley Chatter. Sgt. Ledley asked if this is a one time event and all agreed it is just the first event.

Bloomin' ArtFest – Saturday, May 11th from 10am – 5pm at Franklin Middle School. They are meeting weekly to plan and looking for volunteers and help with promotion. They are still looking for craft vendors, the food truck association will be sending trucks for the food.

The Gathering – handout was given at the last meeting explaining the group and we expect to hold our event Saturday, June 8th. More details will follow when finalized.

Music on Main Street – events will start Friday evening, June 21st and continue for 10 straight Fridays at Franklin Middle School.

Farmers Market – events will start Sunday, June 2nd from 10am-2pm and continue every Sunday until early September. It will be setup on the grass area behind 358 and 360 Main Street leaving plenty of parking opportunities. Alice is looking for help to promote the events

Fire Department Parade – May 18th 9am to celebrate the 100th Anniversary of the Firehouse.

Amy discussed retail/restaurant promotions and tie-ins to events. Laura said that Northwest Savings Bank is celebrating Community Banking Week starting April 8th. They are focusing on making a difference on Main Street and will be developing a Community Webboard. She will be happy to advertise everything there and will be happy to join the economic committee and work with Paul. Mary mentioned since we have now gotten so many more business email addresses we should send targeted announcements from time to time.

Amy discussed the Merchant Networking. She is hoping to have another morning meeting at Bubb's Deli (possibly April 23rd or April 30th) and Carrie at Java Mamma's said they would like to host an event so she is hoping to have an evening meeting there (possibly April 22nd or April 29th).

Jimmy talked about the Auction of the 328 Main Street property which is planned for the 29th and wondered if we should have a sign about Main Street. Amy handed out some new posters she created that people can hang at their businesses and Jimmy took one to display on his truck.

Calvin asked if anyone heard comments from people other than those who are at our meetings about the public meetings held so far. Mary said there has certainly been an increase in our lists of interested people. Calvin reminded us that our first Monday morning meetings only needed 2 tables and continues to grow needing more. Officer Lendley stressed the importance of continuing the excitement. Many programs start off strong and then fizzle. We need to continue show people that the program is making a difference.

There will not be a meeting next week due to the holiday; so, the next meeting will be held at Reter's Crabhouse, Monday, April 1, 2013 at 10am.